

IN THE SPECIFICATION

Please amend the paragraph beginning at line 25 on page 6 as follows:

Operation of the system generates enormous amounts of information of interest to third parties, such as advertisers. For example, it will be of interest to advertisers to know which displays produced requests for more information, for email, for brochures, or generated visits to supplier's website and what categories of users were responsible for such requests and visits. This information is accumulated by a tracking system 390 that monitors such activity and collects it in a marketing database.